Amendments to the Specification:

Please replace the Title of the Invention with the following:

RETAIL SYSTEMS AND METHODS <u>DISPLAYING VARYING DISCOUNT AMOUNTS</u>

FROM A PRODUCT SHELF, <u>DEPENDING ON PREVIOUS PURCHASE BEHAVIOR</u>

OF A CUSTOMER EMPLOYING A PRODUCT SHELF INTERFACE

TO PROVIDE PURCHASE INCENTIVES

title change approved jdc 12/5/2008